

INVOICE



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Political Strategy Group, LLC
Attention: Accounts Payable
PO Box 1763
Orange Beach, AL 36561

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

Flight Dates	Order #	Alt Order #
07/25/17 - 08/20/17	1787406	08750924

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
2	08/14/17	08/15/17	NET Early Today ON	4x-430x	MT-----	:30	2	\$3.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 MT----- 2 \$3.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/14/17	4:18 AM	NET Early Today ON	4x-430x	:30	FLSM1892H_Names	\$3.00 NM
2	WSFA	Tu	08/15/17		NET Early Today ON	4x-430x	:00		\$3.00 NM
Unresolved									
5	07/31/17	08/11/17	Today in Alabama 5am	5-530a	MTWTF--	:30	5	\$85.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 MTWTF-- 5 \$85.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	07/31/17	5:23 AM	Today in Alabama 5am	5-530a	:30	ROY MOORE FOR SENATE	\$85.00 NM
1	WSFA	Tu	08/01/17	5:23 AM	Today in Alabama 5am	5-530a	:30	ROY MOORE FOR SENATE	\$85.00 NM
3	WSFA	W	08/02/17	5:12 AM	Today in Alabama 5am	5-530a	:30	ROY MOORE FOR SENATE	\$85.00 NM
4	WSFA	Th	08/03/17	5:12 AM	Today in Alabama 5am	5-530a	:30	ROY MOORE FOR SENATE	\$85.00 NM
5	WSFA	F	08/04/17	5:28 AM	Today in Alabama 5am	5-530a	:30	ROY MOORE FOR SENATE	\$85.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 MTWTF-- 5 \$85.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WSFA	M	08/07/17	5:28 AM	Today in Alabama 5am	5-530a	:30	FLSM1892H_Names	\$85.00 NM
9	WSFA	Tu	08/08/17	5:24 AM	Today in Alabama 5am	5-530a	:30	FLSM1892H_Names	\$85.00 NM
7	WSFA	W	08/09/17	5:29 AM	Today in Alabama 5am	5-530a	:30	FLSM1892H_Names	\$85.00 NM
10	WSFA	Th	08/10/17	5:24 AM	Today in Alabama 5am	5-530a	:30	Conservative	\$85.00 NM
6	WSFA	F	08/11/17	5:12 AM	Today in Alabama 5am	5-530a	:30	FLSM1892H_Names	\$85.00 NM
6	08/14/17	08/15/17	Today in Alabama 5am	5-530a	MT-----	:30	2	\$85.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 MT----- 2 \$85.00									

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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www.wsfa.com

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6	08/14/17	08/15/17	Today in Alabama 5am	5-530a	MT-----	:30	2	\$85.00	NM
08/14/17 08/20/17 MT----- 2 \$85.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 08/14/17 5:27 AM Today in Alabama 5am 5-530a :30 Conservative \$85.00 NM 2 WSFA Tu 08/15/17 5:24 AM Today in Alabama 5am 5-530a :30 FL5M1892H_Names \$85.00 NM									
7	07/31/17	08/11/17	Today in Alabama 530a	528am-6am	MTWTF--	:30	5	\$100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/31/17 08/06/17 MTWTF-- 5 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WSFA M 07/31/17 5:44 AM Today in Alabama 530a 528am-6am :30 ROY MOORE FOR SENATE \$100.00 NM 1 WSFA Tu 08/01/17 5:56 AM Today in Alabama 530a 528am-6am :30 ROY MOORE FOR SENATE \$100.00 NM 2 WSFA W 08/02/17 5:39 AM Today in Alabama 530a 528am-6am :30 ROY MOORE FOR SENATE \$100.00 NM 4 WSFA Th 08/03/17 5:40 AM Today in Alabama 530a 528am-6am :30 ROY MOORE FOR SENATE \$100.00 NM 5 WSFA F 08/04/17 5:54 AM Today in Alabama 530a 528am-6am :30 ROY MOORE FOR SENATE \$100.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/07/17 08/13/17 MTWTF-- 5 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WSFA M 08/07/17 5:57 AM Today in Alabama 530a 528am-6am :30 FL5M1892H_Names \$100.00 NM 6 WSFA Tu 08/08/17 5:43 AM Today in Alabama 530a 528am-6am :30 FL5M1892H_Names \$100.00 NM 9 WSFA W 08/09/17 5:55 AM Today in Alabama 530a 528am-6am :30 FL5M1892H_Names \$100.00 NM 7 WSFA Th 08/10/17 5:52 AM Today in Alabama 530a 528am-6am :30 FL5M1892H_Names \$100.00 NM 10 WSFA F 08/11/17 5:45 AM Today in Alabama 530a 528am-6am :30 Conservative \$100.00 NM									
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9	07/31/17	08/11/17	Today In Alabama	6a-7a	MTWTF--	:30	5	\$175.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/31/17 08/06/17 MTWTF-- 5 \$175.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WSFA M 07/31/17 6:10 AM Today In Alabama 6a-7a :30 ROY MOORE FOR SENATE \$175.00 NM 1 WSFA Tu 08/01/17 6:19 AM Today In Alabama 6a-7a :30 ROY MOORE FOR SENATE \$175.00 NM 2 WSFA W 08/02/17 6:22 AM Today In Alabama 6a-7a :30 ROY MOORE FOR SENATE \$175.00 NM 5 WSFA Th 08/03/17 6:21 AM Today In Alabama 6a-7a :30 ROY MOORE FOR SENATE \$175.00 NM 4 WSFA F 08/04/17 6:54 AM Today In Alabama 6a-7a :30 ROY MOORE FOR SENATE \$175.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/07/17 08/13/17 MTWTF-- 5 \$175.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 WSFA M 08/07/17 6:46 AM Today In Alabama 6a-7a :30 FL5M1892H_Names \$175.00 NM 6 WSFA Tu 08/08/17 6:47 AM Today In Alabama 6a-7a :30 FL5M1892H_Names \$175.00 NM									

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14	08/06/17	08/13/17	NET NBC Sunday Today Show	7-8a	-----S	:30	1	\$45.00	NM																																																																																																																																																												

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INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser		Product	Estimate Number
POL/Moore, Roy/Senate		ROY MOORE FOR SENATE	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
14	08/06/17	08/13/17	NET NBC Sunday Today 7-8a Show		-----S	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 -----S 1 \$45.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WSFA Su 08/06/17 7:57 AM NET NBC Sunday Today Show 7-8a :30 FLSM1892H_Names \$45.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 -----S 2 \$45.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 3 WSFA Su 08/13/17 7:25 AM NET NBC Sunday Today Show 7-8a :30 FLSM1892H_Names \$45.00 NM 2 WSFA Su 08/13/17 7:59 AM NET NBC Sunday Today Show 7-8a :30 Conservative \$45.00 NM									
15	08/06/17	08/13/17	NET NBC Meet The Press 8-9a		-----S	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 -----S 1 \$45.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WSFA Su 08/06/17 8:59 AM NET NBC Meet The Press 8-9a :30 FLSM1892H_Names \$45.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 -----S 2 \$45.00									
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16	08/06/17	08/13/17	WSFA News Sunday AM 9-930a		-----S	:30	2	\$20.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 -----S 2 \$20.00									
Spots: # <u>Ch</u> <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WSFA Su 08/06/17 9:15 AM WSFA News Sunday AM 9-930a :30 FLSM1892H_Names \$20.00 NM 3 WSFA Su 08/06/17 9:28 AM WSFA News Sunday AM 9-930a :30 FLSM1892H_Names \$20.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 -----S 1 \$20.00									
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17	07/31/17	08/11/17	NBC Today 2	9-10am	MTWTF--	:30	5	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 MTWTF-- 5 \$50.00									
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Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																														
17	07/31/17	08/11/17	NBC Today 2	9-10am	MTWTF--	:30	5	\$50.00	NM																																																																														
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4	WSFA	Th	08/03/17	10:29 AM	NBC Today Show 3	10-11am	:30	ROY MOORE FOR SENATE	\$50.00	NM																																																																													
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<table><tr><th>Weeks:</th><th>Start Date</th><th>End Date</th><th>MTWTFSS</th><th>Spots/Week</th><th>Rate</th></tr><tr><td></td><td>08/07/17</td><td>08/13/17</td><td>MTWTF--</td><td>5</td><td>\$50.00</td></tr><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>08/07/17</td><td>10:54 AM</td><td>NBC Today Show 3</td><td>10-11am</td><td>:30</td><td>FLSM1892H_Names</td><td>\$50.00</td><td>NM</td></tr><tr><td>2</td><td>WSFA</td><td>Tu</td><td>08/08/17</td><td>10:48 AM</td><td>NBC Today Show 3</td><td>10-11am</td><td>:30</td><td>FLSM1892H_Names</td><td>\$50.00</td><td>NM</td></tr><tr><td>5</td><td>WSFA</td><td>W</td><td>08/09/17</td><td>10:29 AM</td><td>NBC Today Show 3</td><td>10-11am</td><td>:30</td><td>FLSM1892H_Names</td><td>\$50.00</td><td>NM</td></tr><tr><td>4</td><td>WSFA</td><td>Th</td><td>08/10/17</td><td>10:29 AM</td><td>NBC Today Show 3</td><td>10-11am</td><td>:30</td><td>FLSM1892H_Names</td><td>\$50.00</td><td>NM</td></tr><tr><td>3</td><td>WSFA</td><td>F</td><td>08/11/17</td><td>10:55 AM</td><td>NBC Today Show 3</td><td>10-11am</td><td>:30</td><td>Conservative</td><td>\$50.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		08/07/17	08/13/17	MTWTF--	5	\$50.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	08/07/17	10:54 AM	NBC Today Show 3	10-11am	:30	FLSM1892H_Names	\$50.00	NM	2	WSFA	Tu	08/08/17	10:48 AM	NBC Today Show 3	10-11am	:30	FLSM1892H_Names	\$50.00	NM	5	WSFA	W	08/09/17	10:29 AM	NBC Today Show 3	10-11am	:30	FLSM1892H_Names	\$50.00	NM	4	WSFA	Th	08/10/17	10:29 AM	NBC Today Show 3	10-11am	:30	FLSM1892H_Names	\$50.00	NM	3	WSFA	F	08/11/17	10:55 AM	NBC Today Show 3	10-11am	:30	Conservative	\$50.00	NM
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WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
22	07/31/17	08/11/17	WSFA 12 News at Noon	12-1230pm	MTWTF--	:30	5	\$100.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WSFA W 08/02/17 12:28 PM WSFA 12 News at Noon 12-1230pm :30 ROY MOORE FOR SENATE \$100.00 NM 4 WSFA Th 08/03/17 12:16 PM WSFA 12 News at Noon 12-1230pm :30 ROY MOORE FOR SENATE \$100.00 NM 2 WSFA F 08/04/17 12:28 PM WSFA 12 News at Noon 12-1230pm :30 ROY MOORE FOR SENATE \$100.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/07/17 08/13/17 MTWTF-- 5 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WSFA M 08/07/17 12:26 PM WSFA 12 News at Noon 12-1230pm :30 FL5M1892H_Names \$100.00 NM 9 WSFA Tu 08/08/17 12:12 PM WSFA 12 News at Noon 12-1230pm :30 FL5M1892H_Names \$100.00 NM 8 WSFA W 08/09/17 12:09 PM WSFA 12 News at Noon 12-1230pm :30 FL5M1892H_Names \$100.00 NM 10 WSFA Th 08/10/17 12:16 PM WSFA 12 News at Noon 12-1230pm :30 Conservative \$100.00 NM 7 WSFA F 08/11/17 12:15 PM WSFA 12 News at Noon 12-1230pm :30 FL5M1892H_Names \$100.00 NM									
23	08/14/17	08/14/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/14/17 08/20/17 1----- 1 \$100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 08/14/17 12:15 PM WSFA 12 News at Noon 12-1230pm :30 FL5M1892H_Names \$100.00 NM									
24	07/31/17	08/11/17	WSFA 12 NEWS AT 4P M-F 4-430P M		MTWTF--	:30	5	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/31/17 08/06/17 MTWTF-- 5 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WSFA M 07/31/17 4:28 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 ROY MOORE FOR SENATE \$60.00 NM 1 WSFA Tu 08/01/17 4:16 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 ROY MOORE FOR SENATE \$60.00 NM 4 WSFA W 08/02/17 4:28 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 ROY MOORE FOR SENATE \$60.00 NM 5 WSFA Th 08/03/17 4:29 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 ROY MOORE FOR SENATE \$60.00 NM 2 WSFA F 08/04/17 4:24 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 ROY MOORE FOR SENATE \$60.00 NM Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/07/17 08/13/17 MTWTF-- 5 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WSFA M 08/07/17 4:29 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 FL5M1892H_Names \$60.00 NM 7 WSFA Tu 08/08/17 4:11 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 FL5M1892H_Names \$60.00 NM 9 WSFA W 08/09/17 4:12 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 FL5M1892H_Names \$60.00 NM 10 WSFA Th 08/10/17 4:14 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Conservative \$60.00 NM 8 WSFA F 08/11/17 4:24 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Conservative \$60.00 NM									
25	08/14/17	08/14/17	WSFA 12 NEWS AT 4P M-F 4-430P M		1-----	:30	1	\$60.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/14/17 08/20/17 1----- 1 \$60.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 08/14/17 4:30 PM WSFA 12 NEWS AT 4PM M-F 4-430P :30 Conservative \$60.00 NM									
26	07/31/17	08/11/17	WSFA 12 NEWS AT 4P M-F 430-5P M		MTWTF--	:30	5	\$75.00	NM

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WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
26	07/31/17	08/11/17	WSFA 12 NEWS AT 4P M	M-F 430-5P	MTWTF--	:30	5	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 MTWTF-- 5 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WSFA	M	07/31/17	4:49 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE FOR SENATE	\$75.00 NM
2	WSFA	Tu	08/01/17	4:51 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE FOR SENATE	\$75.00 NM
4	WSFA	W	08/02/17	4:51 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE FOR SENATE	\$75.00 NM
5	WSFA	Th	08/03/17	4:50 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE FOR SENATE	\$75.00 NM
1	WSFA	F	08/04/17	4:42 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	ROY MOORE FOR SENATE	\$75.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 MTWTF-- 5 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	WSFA	M	08/07/17	4:55 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
6	WSFA	Tu	08/08/17	4:41 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
7	WSFA	W	08/09/17	4:51 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
10	WSFA	Th	08/10/17	4:52 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
8	WSFA	F	08/11/17	4:51 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
27	08/14/17	08/14/17	WSFA 12 NEWS AT 4P M	M-F 430-5P	1-----	:30	1	\$75.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 1----- 1 \$75.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/14/17	4:52 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	FLSM1892H_Names	\$75.00 NM
28	07/31/17	08/11/17	WSFA 12 News at Five	5-530pm	MTWTF--	:30	5	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 MTWTF-- 5 \$185.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	07/31/17	5:11 PM	WSFA 12 News at Five	5-530pm	:30	ROY MOORE FOR SENATE	\$185.00 NM
3	WSFA	Tu	08/01/17	5:15 PM	WSFA 12 News at Five	5-530pm	:30	ROY MOORE FOR SENATE	\$185.00 NM
1	WSFA	W	08/02/17	5:15 PM	WSFA 12 News at Five	5-530pm	:30	ROY MOORE FOR SENATE	\$185.00 NM
4	WSFA	Th	08/03/17	5:28 PM	WSFA 12 News at Five	5-530pm	:30	ROY MOORE FOR SENATE	\$185.00 NM
5	WSFA	F	08/04/17	5:11 PM	WSFA 12 News at Five	5-530pm	:30	ROY MOORE FOR SENATE	\$185.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 MTWTF-- 5 \$185.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WSFA	M	08/07/17	5:16 PM	WSFA 12 News at Five	5-530pm	:30	FLSM1892H_Names	\$185.00 NM
6	WSFA	Tu	08/08/17	5:11 PM	WSFA 12 News at Five	5-530pm	:30	FLSM1892H_Names	\$185.00 NM
9	WSFA	W	08/09/17	5:10 PM	WSFA 12 News at Five	5-530pm	:30	FLSM1892H_Names	\$185.00 NM
10	WSFA	Th	08/10/17	5:29 PM	WSFA 12 News at Five	5-530pm	:30	Conservative	\$185.00 NM
7	WSFA	F	08/11/17	5:12 PM	WSFA 12 News at Five	5-530pm	:30	Conservative	\$185.00 NM
29	08/14/17	08/14/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$185.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 1----- 1 \$185.00									
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www.wsfa.com

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30	07/31/17	08/11/17	WSFA 12 News at Six - MF	6-630pm	MTWTF--	:30	5	\$350.00	NM																																																																																																																																																																							
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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																												
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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																																																																																																																																												
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39	07/31/17	08/13/17	NBC Early Today	4XM-430XM	MTWT---	:30	4	\$3.00	NM																																																																																																																																																												
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42	08/13/17	08/13/17		1030-11P	-----1	:30	1	\$150.00	NM																																																																																																																																																												

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17
Advertiser	Product	Estimate Number	
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE		

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
WSFA 12 NEWS @ 103 0P SU									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 -----1 1 \$150.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	08/13/17	10:37 PM	WSFA 12 NEWS @ 1030P SU	1030-11P	:30	FLSM1892H_Names	\$150.00 NM
43	08/14/17	08/14/17	WSFA 12 News at Five	5-530pm	M-----	:30	1	\$90.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 M----- 1 \$90.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	08/14/17		WSFA 12 News at Five	5-530pm	:00		\$90.00 NM
Credited									
44	08/06/17	08/13/17	NBC Early Today	4XM-430XM	-----S	:30	1	\$3.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 -----S 1 \$3.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	08/06/17	4:17 AM	NBC Early Today	4XM-430XM	:30	FLSM1892H_Names	\$3.00 NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 -----S 1 \$3.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	Su	08/13/17	4:29 AM	NBC Early Today	4XM-430XM	:30	Conservative	\$3.00 NM
45	08/06/17	08/06/17	WSFA 12 NEWS @ 103	1030-11P	-----S	:30	1	\$150.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 -----S 1 \$150.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Su	08/06/17	10:55 PM	WSFA 12 NEWS @ 1030P SU	1030-11P	:30	FLSM1892H_Names	\$150.00 NM
46	08/14/17	08/15/17	Today In Alabama	6a-7a	MT-----	:30	2	\$175.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/14/17 08/20/17 MT----- 2 \$175.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WSFA	M	08/14/17	6:52 AM	Today In Alabama	6a-7a	:30	FLSM1892H_Names	\$175.00 NM
1	WSFA	Tu	08/15/17	6:39 AM	Today In Alabama	6a-7a	:30	Conservative	\$175.00 NM
47	08/09/17	08/13/17	Last Call With Carson Da 1235-105x		--WTF--	:30	3	\$5.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 --WTF-- 3 \$5.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	W	08/09/17	12:54 AM	Last Call With Carson Daily Late	1235-105x	:30	FLSM1892H_Names	\$5.00 NM
2	WSFA	Th	08/10/17	12:54 AM	Last Call With Carson Daily Late	1235-105x	:30	Conservative	\$5.00 NM
3	WSFA	F	08/11/17	1:05 AM	Last Call With Carson Daily Late	1235-105x	:30	FLSM1892H_Names	\$5.00 NM
48	08/09/17	08/13/17	HARRY	2-3p	--WTF--	:30	2	\$25.00	NM

We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
1787406-1	08/27/17	August 2017	07/31/17 - 08/15/17

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
POL/Moore, Roy/Senate	ROY MOORE FOR SENATE	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	08/09/17	08/13/17	HARRY	2-3p	--WTF--	:30	2	\$25.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 --WTF-- 2 \$25.00									
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	W	08/09/17	2:47 PM	HARRY	2-3p	:30	FLSM1892H_Names	\$25.00 NM
2	WSFA	Th	08/10/17	2:56 PM	HARRY	2-3p	:30	FLSM1892H_Names	\$25.00 NM
49	08/07/17	08/07/17	INSIDER, THE	130-2p	M-----	:30	1	\$45.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/07/17 08/13/17 M----- 1 \$45.00									
Spots: #	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	08/07/17		INSIDER, THE	130-2p	:00		\$45.00 NM
Unresolved									
Total Spots						181			

Payment Terms 30 Days

<u>Gross Total</u>	\$20,258.00
<u>Agency Commission</u>	\$3,038.70
Net Amount Due	\$17,219.30

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